

# Letter of intent (LOI)

Interested parties should submit a Letter of Intent (LOI) on or before February 28, 2020 for each individual proposal. Letter of intent should include applicant contact information and seven questions about proposed study. More details about SAM study selection process, eligibility and funding availability can be found in SAM REF guidelines in SAM Effectiveness webpage.

Email address \*

joe.cook@wsu.edu

Applicant contact information

Applicant Full Name \*

Joseph Cook

Organization \*

Washington State University

Phone number \*

509-335-3817

Proposed Study Information

### 1. Proposed Study Title \*

Addressing stormwater challenges through behavior change and incentives

### 2. Which topic(s) from the SWG's priority list do you propose to address? \*

The proposed study topic should be in the SWG's priority list

1.1, 2.1, 2.2, 2.3 (behavior change)

### 3. Select type of project being proposed \*

- Survey
- Literature Review & Synthesis
- Environmental Sampling Study
- Other

### 4. Short Description of the Proposed Study \*

250 word limit: describe how results will assess effectiveness and advance regional understanding and permittees' implementation of specific stormwater management approaches

In part 1, we will draw on the institutional knowledge of the Stormwater Center as well as a set of key informant interviews to determine what types of stormwater problems are amenable to behavior change efforts. In part 2, we will conduct a situational analysis to determine which regional stormwater issues, including mobile business waste, pesticide use, animal waste, litter and household maintenance, might be best addressed through behavior change efforts. We will then assess which behavior change tools are most effective by conducting a broad literature review of programs from across the country, organized by stormwater issue. Finally, we will address the barriers and benefits of behavior adoption, including selection criteria, program impact, and any program limitations. The project team combines extensive experience studying stormwater problems and solutions (Ani Jayakaran) with experience studying incentives and behavior change, including the use of social norms to induce behavior change (Joe Cook).

5. What type information will be collected or analyzed for this proposed study? \*

If existing permittees' data are needed, specify the type, and the expected timing of a request for existing information from Permittees

5-10 key informant interviews to inform part 1; review of existing peer-reviewed literature and public and consulting reports to inform part 2.

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6. What are the anticipated measurable outcomes and key deliverables that will be produced by the proposed study, and how will they be used by Permittees and the Washington State Department of Ecology? \*

We will produce a white paper that Permittees and Ecology can use to better understand how to best incorporate behavior change efforts and incentive systems into their stormwater management planning. We expect to complete the white paper within one year.

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7. Permittees or agencies you are proposing to coordinate with (provide staff names and contact information, if known) \*

Enter "NA" if not applicable.

NA

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